



Maine

2022 ANNUAL REPORT



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WHO WE ARE

The Maine Office of Tourism (MOT), an office within the Maine Department of Economic & Community Development, is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. MOT develops and executes effective marketing programs for the benefit of the travel and film industries, as well as the economy and the citizens of Maine by attracting visitors to the state and thereby preserving and creating jobs.



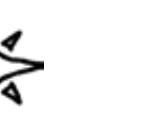


OUR MISSION

Become the premier
four-season destination
in New England.



YEAR IN REVIEW



YEAR IN REVIEW

2022 was a year of transition for Maine's tourism industry and the Office of Tourism. Travel recovered globally from pandemic lows, the state tourism industry adjusted to the increase in demand and other changes in traveler expectations, and the Maine Office of Tourism onboarded a new marketing agency, Miles Partnership, with activities including an immersive familiarization tour of coastal and inland Maine and two days of planning meetings for 2023.

A Tourism Recovery Dashboard produced by the U.S. Travel Association reported that in the first five months of 2022, travel spending in Maine was up 25% over the same period in 2019, the highest recovery rate of any state in terms of tourism spending.

Maine Office of Tourism research for Summer 2022 showed an overall increase in visitor expenditures and visitor days in 2022, but a decrease in individual visitors, indicating that travelers to Maine stayed longer and spent more while visiting.

MOT worked with a consultant, the Coraggio Group, over the course of the year to facilitate creation of a blueprint for Maine's ongoing development as a destination, with multiple interviews, input sessions and surveys over the course of the year implemented to gather input from Maine's tourism industry, stakeholders and communities. The resulting Destination Marketing Plan will inform a branding refresh, marketing direction and community programs in the years ahead.





PUBLIC RELATIONS, EARNED MEDIA & ORGANIC SOCIAL MEDIA



PUBLIC RELATIONS AND EARNED MEDIA

2022 EARNED MEDIA HIGHLIGHTS

Media outreach:

- Assisted with **31 press/influencer visits** to Maine and worked with more than **100 Maine businesses** who hosted them
- Sent monthly media updates to more than **600 outlets**
- Directly communicated with **578 media contacts** for story idea pitching and fulfillment of requests

Outcome:

- Tracked **269 direct results** for earned media efforts resulting in:
 - **14.9B online readership**
 - **16M coverage views**
 - **491K social shares from coverage**



PHOTO/VIDEO SHOOTS

Working with Maine-based photographers, videographers and influencers, we managed several shoots to increase the depth and breadth of assets in the photo/video library.

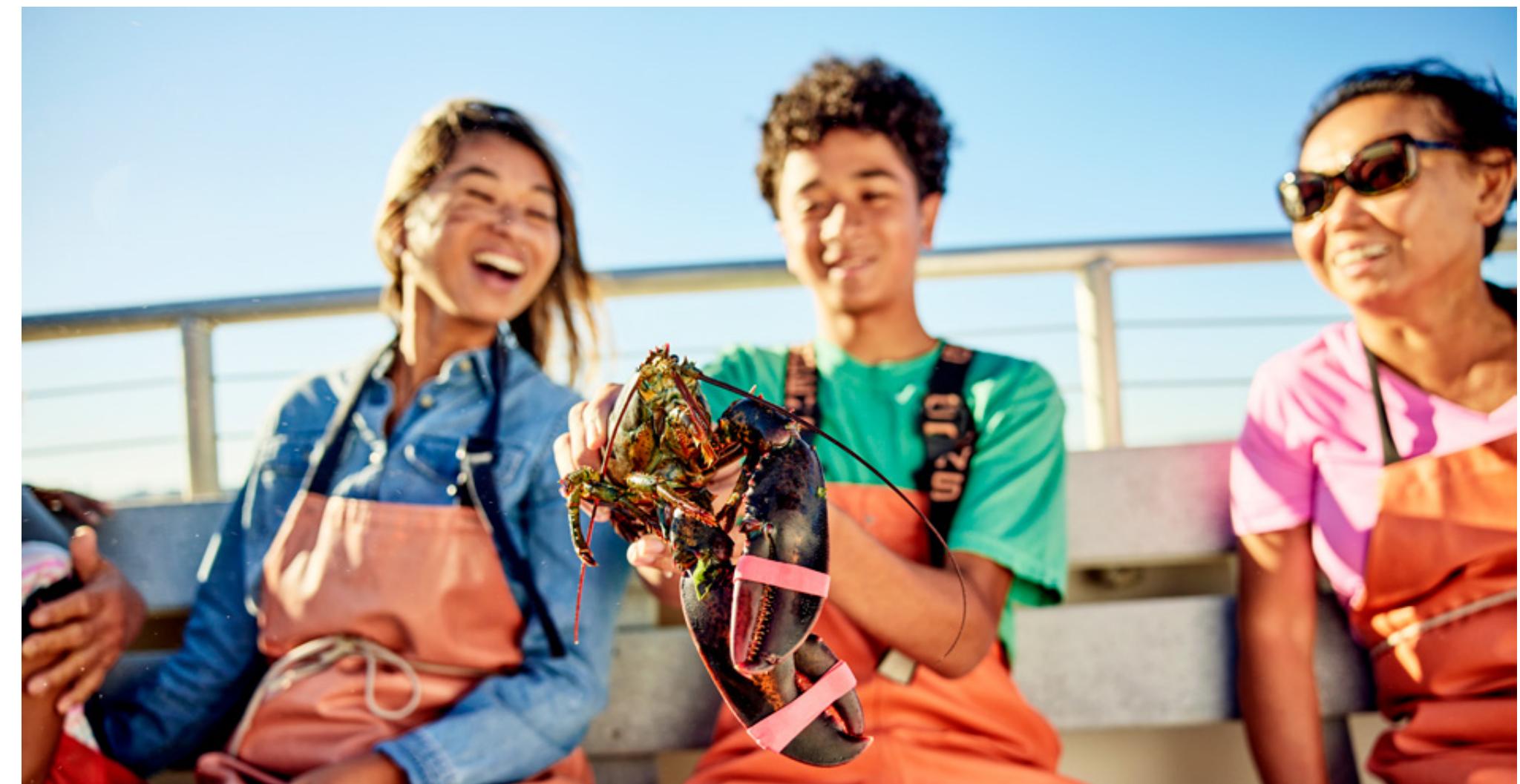
Outcome: Added **440 images and videos** to the asset library. Many of which were in rural locations and of activities that were lacking in the library.



VISITMAINE.COM CONTENT

Fresh content for VisitMaine.com was a priority as we look ahead at a new site. Our goal was to update, replace and add new content to support trends and visitor interests, while providing relevant and compelling content to support consumer outreach.

Outcome: **42 new articles** were created and posted on VisitMaine.com and dozens of others were updated.



FOOD TOURISM

Working with MOT's cultural coordinator and food expert, Mindy Fox, a comprehensive food tourism plan was created. The purpose of the plan is to have a dynamic, cohesive, consumer-facing food tourism campaign that weaves Maine's contemporary sustainability stories into travel experiences for visitors.

Outcome: The plan was approved and accepted by MOT leadership and marketing contractor. Four new food-related articles were added to VisitMaine.com. In 2023, the plan will be further implemented with a quarterly newsletter and asset creation.



"Maine is full of plenty of wide-open spaces to wander."

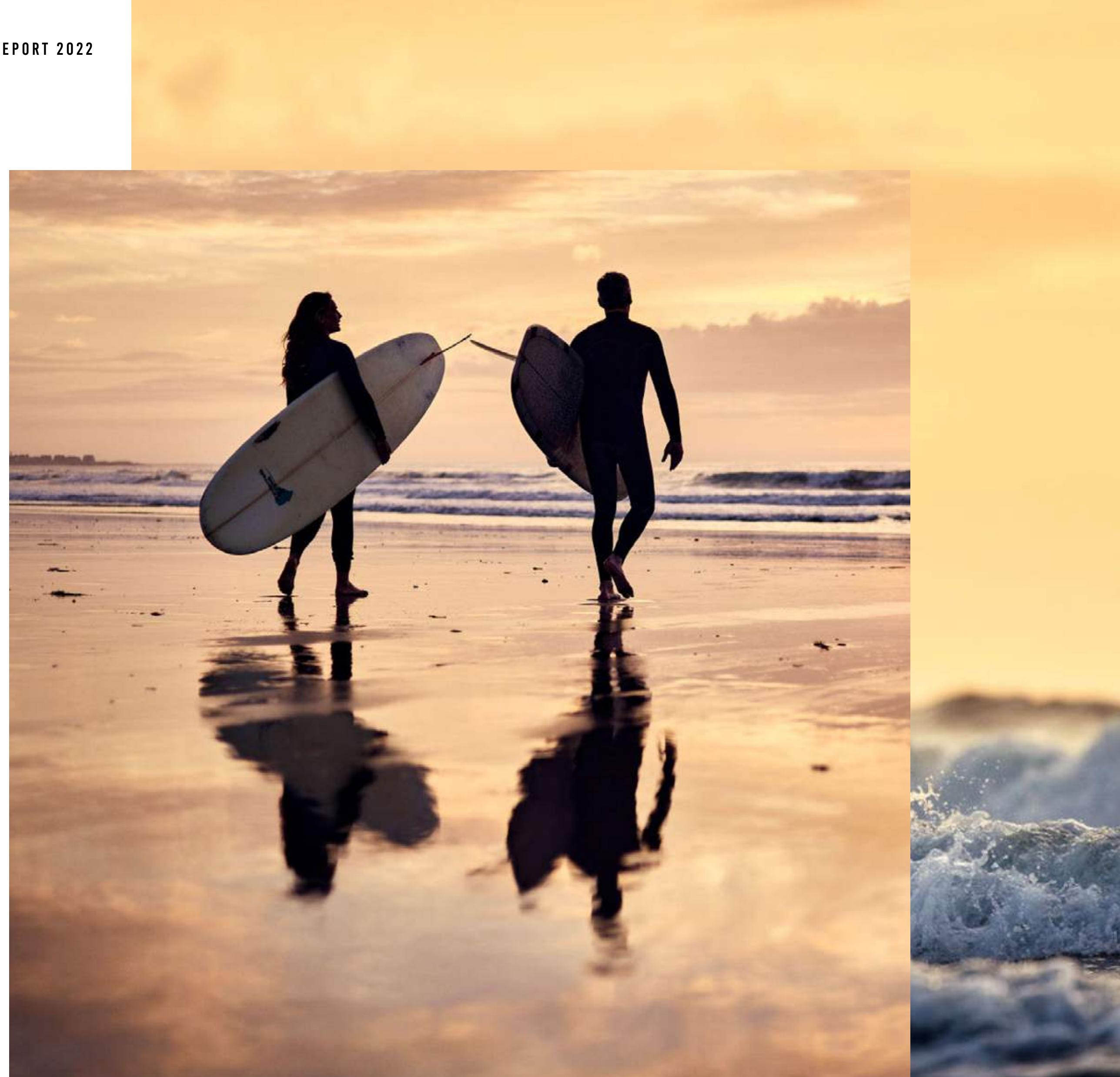


ORGANIC SOCIAL MEDIA

The organic social media program focused on keeping our followers engaged and inspired with posts highlighting Maine's natural beauty, varied landscapes throughout the regions and the wide variety of outdoor recreation and cultural activities available in our four-season destination.

CAMPAIGNS AND SPECIAL EVENTS

- Showcased Instagram Stories to highlight activities and tours using newly acquired assets from Capshore Photography including a winter getaway in Bethel, sporting camp experience at Red River Camps, Lucky Catch Cruises and more.
- Used Instagram Stories to amplify paid campaigns by sharing content from Outside, Atlas Obscura, Boston Magazine, TripScout and others.
- Shared influencer trip content, including trips focusing on diversity representation.
- “Maine Moment of Calm” Reels shared via Instagram Stories.



FACEBOOK

We used a posting strategy focused on featuring user-generated images and prompting engagement through sharing photos, videos, interesting accolades, articles and news. A few special themes included promotion of weekly foliage and snow reports, as well as National Travel + Tourism Week and National Plan for Vacation Day content.

Outcome:

- **1,412,840 engaged users**
- **103,781,700 impressions**
- **86,768,054 users reached**
- **more than 193,100 “Likes”**

TWITTER

Twitter was used primarily for sharing timely accolades, results and articles applicable to our audience and in support of Maine tourism partner news. Maine Office of Tourism owned and user-generated images were also tweeted to share travel inspiration and boost engagement.

Outcome: 1,603,200 total impressions

INSTAGRAM

We continued to utilize #MaineThing to gain access to thousands of user-generated images to showcase a variety of activities and both well-recognized and lesser-known landmarks and areas throughout the state. Using Instagram Stories, we capitalized on engaging content to celebrate the seasons, national holidays, events and shared paid campaign elements such as electronic guides and influencer posts and Reels. To take advantage of the expansive collection of Maine Reels on the platform, we posted one per day on Stories, coined as “Today’s Maine Moment of Calm.”

Outcome: Grew the fan base from **155,600 to 165,600**

PINTEREST

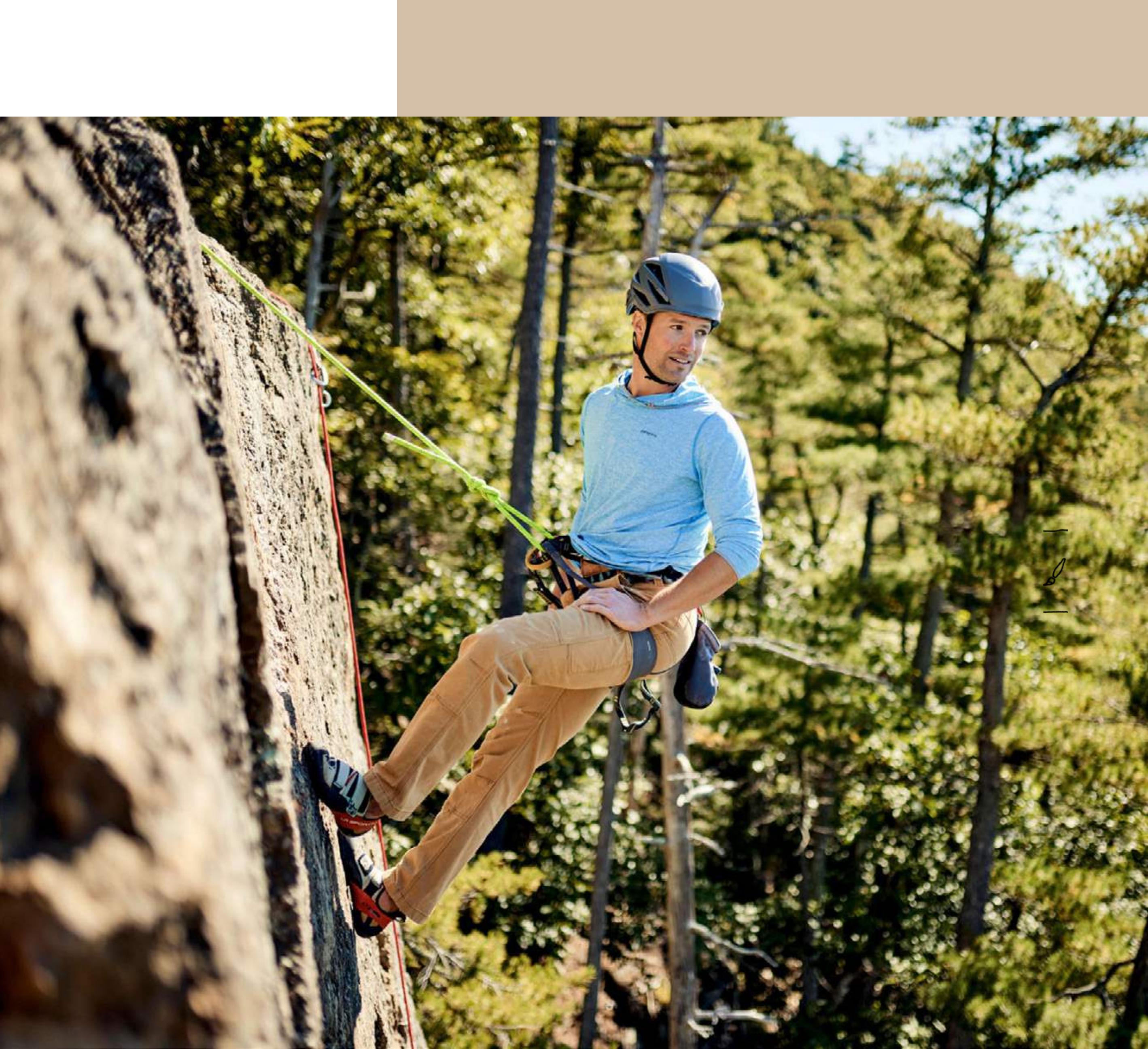
While Pinterest saw a resurgence of popularity throughout the pandemic and has since incrementally subsided in use, we have continued to add new resources and relevant VisitMaine.com content, and updated pins and boards.

Outcome: 368,500 impressions





*"Discovering new experiences
is just in our nature."*





GRANTS



GRANTS

EDA CARES ACT GRANT

In 2021 the EDA notified the Maine Department of Economic & Community Development it had approved of MOT's application for \$2,400,000 to assist in Tourism Marketing and Promotion in Response to the COVID 19 Economic Impact. The total project cost, estimated at \$3,000,000 with a \$600,000 match from the Maine Department of Economic & Community Development, consisted of two elements: the development and implementation of a (1) statewide sustainable tourism strategy; and (2) a national marketing campaign to drive increased awareness of, and visitation to, the state of Maine.

The Maine Office of Tourism has historically purchased its tourism marketing media in New England and the Mid-Atlantic states. This EDA funding allowed the MOT to expand its tourism marketing efforts to a national level for the first time. The MOT worked in collaboration with its ad agency of record, Miles Partnership, to develop and implement a national strategic marketing plan to entice visitors to Maine. A spring/summer marketing campaign was developed and launched in April 2022 and ran through September 2022. The MOT spot tested and expanded into the markets of Atlanta, Chicago, St. Pete/ Clearwater, Orlando/Sanford and Charlotte. New creative advertising was developed for all media channels, including outdoor, print, broadcast, digital (display, connected/smart TV, audio) and social media.



ARPA GRANT

The Maine Department of Economic & Community Development received an ARPA grant in the amount of \$10,817,267. The Maine Office of Tourism and the Office of Outdoor Recreation developed a program consisting of 11 different projects, with \$5,155,267 falling under MOT's purview and \$5,662,000 falling under OOR's. Several iterations of the grant were submitted to the EDA over the course of several months for approval, with the EDA granting its approval on August 3, 2022.



MARKETING


 MARKETING

Strategic custom content partnerships aided in MOT's goal of expanding its footprint nationally. Examples include:

- **National Geographic** article photo series highlighting Peter Muller's photography of the state.
- **Atlas Obscura** produced a custom video that emerged into culinary culture by partnering with restaurateur Vien Dobui for the Sparked Series.
- **iHeart Media** broke into the growing audio channel with spots in local and emerging markets, resulting in a 37.2% increase in web traffic during the campaign.
- **Trip Scout** captured the social audience with content creators based in Maine, delivering 58 pieces of unique content and over 126K social engagements.
- **Outside Inc. (U.S.)** filmed a custom 22-minute episode with L. Renee Blount and published an immersive seasonal content hub.
- **Expedia** featured a premium landing page and a paid media presence on VRBO + Expedia, and a social package on Expedia-owned channels.
- **Yankee Magazine** developed seasonal guides, webisodes, articles and advertorials.
- **Trip Advisor** provided a digital presence that included carousel, native and branded trip ads.



The success of the marketing efforts for the Spring/Summer season are supported by the following results:

LODGING METRICS

Occupancy Rate	67.6%	+5.3% from 2021
Average Daily Rate	\$235.71	+24.4% from 2021
Revenue per Available Room	\$159.27	+30.9% from 2021

KEY PERFORMANCE INDICATORS

KPIs	2021	2022	% from 2021
Visitors (#)	10,105,100	9,107,300	-9.9%
Visitor Days	40,897,300	41,114,900	+0.5%
Direct Spending	\$4,912,956,600	\$5,113,858,100	+4.1%



2022 ANNUAL RESEARCH



2022 ANNUAL RESEARCH

The Office of Tourism contracted with research firms Downs & St. Germain and DPA to conduct research to track overall visitation, expenditures, demographics and interests.

Research firm DPA delivered the Summer 2022 Advertising & Marketing Effectiveness Report.

Downs & St. Germain conducted in-person intercept surveys at locations throughout the entire state, delivering the following reports:

Statewide Economic Impact and Visitor Tracking Report

- Eight Tourism Region Reports on Economic Impact and Visitor Tracking

Seasonal Topline Visitor Reports

- Winter Visitor Tracking Report
- Spring/Summer Visitor Tracking Report
- Fall Visitor Tracking Report





INTERNATIONAL TRAVEL, GROUP TOUR, & CRUISE MAINE



INTERNATIONAL TRAVEL

The Maine Office of Tourism continued participation in the Discover New England marketing collaborative in 2022 to reach travelers from the UK, a key market for Maine and the region.

Other outreach activities included:

- **IPW**, June 2022 – MOT met with international operators and receptives in 42 appointments and attended a networking dinner for UK media representatives hosted by Discover New England.
- **French FAM Tour**, June 2022 – Maine collaborated with New Hampshire to host four French tour operators. In Maine, the group was introduced to attractions, restaurants and lodging in the Maine Beaches region, Portland, Sebago Lake region and Bethel/Newry. Activities included lobstering and a moose safari.
- **French Sales Mission**, December 2022 – Maine and New Hampshire collaborated on a sales mission, meeting with French tour operators in 25 appointments held during the six-day trip to Paris and Lyon. Trainings and re-establishing relationships after a two-year hiatus were the goals of this trip.
- **Montreal Travel VIP Trade and Media Networking Luncheon**, November 2022 – MOT staff presented at a luncheon in Montreal to deliver a “rediscover Maine” message following the lifting of travel restrictions at land border crossings between Canada and the US. The luncheon was hosted by the US Consulate General - Montreal and attended by 22 Quebec tourism trade and media representatives.





GROUP TOUR

The new “Northeast Ports to Peaks” package designed with VT, NH, Lake Placid and Sherbrooke (CA) was welcomed with great excitement at the Travel Alliance Partners travel show in May. The itinerary was designed for the motorcoach industry with a 10-day tour including lodging, dining and attractions. This package has already been selling with major domestic group tour operators.

A five-day familiarization tour in September for four tour operators from the motorcoach industry was conducted along the coast of Maine from Kennebunkport to Bar Harbor. The focus of this trip was to establish relationships between the operators, who had never been to Maine, and lodging and attraction owners.



CRUISE MAINE

2022 was the first year since 2019 that large cruise ships sailed to the Canada New England region, including Maine.

- CruiseMaine's early focus was on helping our ports in Maine and our partner cruise lines comply with the U.S. CDC's Conditional Sail Order for Cruise Operations. This order required every Maine cruise port to have an agreement with each visiting cruise line, outlining detailed protocols to minimize risk of, and manage any potential outbreaks of, COVID-19.
- The cruise season in Maine ran successfully from April through November, with no major incidents of COVID-19 outbreak. Large ships called in Portland, Rockland, Bar Harbor and Eastport. Small, domestic ships also called in Boothbay Harbor, Bath, Bangor and Bucksport. These eight ports in Maine welcomed approximately 370,000 cruise passengers plus thousands of crew.
- The economic impact of visitor spending ashore for these passengers and crew was over \$30 million. Historically, we also know that over half of passengers were visiting Maine for the first time.

In June 2022, Portland was the host city of the Cruise Canada New England alliance's 25th annual Cruise Symposium. The three-day event showcased the greater Portland area's tourism offerings from Kennebunkport to Freeport. Attendees included 11 of our partner cruise lines, as well as port and tourism colleagues over 40 cruise communities from Montreal to New York City. We also hosted panels on itinerary planning and environmental sustainability.

2022 also saw two citizen-initiated petitions to restrict cruise visitor disembarkations, one in Portland and one in Bar Harbor. The Portland referendum was defeated, but the Bar Harbor initiative passed. By the end of the year, litigation had been filed to challenge the referendum.





"Maine by waterway offers a whole new perspective on the world."



INDUSTRY OUTREACH AND COLLABORATIONS



INDUSTRY OUTREACH AND COLLABORATIONS

Maine Office of Tourism conducted a series of regional outreach sessions in 2022 to gather input from tourism partners, stakeholders and communities to guide development of a Destination Management Plan for the Maine Office of Tourism.

Other ongoing industry collaborations include:

- **Wabanaki Cultural Tourism Plan** – created through a \$150,000 grant to the Four Directions Development Corporation with input from Maine's five tribes. Funding was also provided to attend the AIANTA conference and host a tribal summit in Millinocket.
- **Look Out for ME Campaign** – launched in 2020 in partnership with the Maine Office of Outdoor Recreation and industry stakeholders to address the heavier tourism use of our natural resources.
- **Solar Eclipse Planning** – In anticipation of the upcoming solar eclipse in April 2024, since March 2022, the Maine Office of Tourism has been hosting webinars informing communities in the path of totality of potentially sudden visitation increases, safety measures concerning traffic, and establishing events and locations for viewing celebrations. Lodging properties were asked to establish rates as inquiries were already being made to the office by potential visitors. A dedicated webpage on the MOT website will be established and will provide information on related lodging, events and attractions. Promotional materials include solar eclipse glasses with the Maine logo which will be distributed at Maine Visitor Information Centers and targeted events.





DESTINATION DEVELOPMENT



DESTINATION DEVELOPMENT

The Maine Office of Tourism works with communities to facilitate tourism development efforts that meet the needs and goals of area businesses, communities and municipalities.



DESTINATION DEVELOPMENT PROJECTS 2022

Community Destination Academy (CDA)

New CDA in 2022: MOT in coordination with Sunrise County Economic Development and DownEast Acadia Regional Tourism held a formal “Way Downeast” Community Destination Academy encompassing Machias, Eastport, Lubec and Calais. These four communities have long expressed the desire to work together as a destination area to fill in existing gaps within each of their small towns and between. The formal programs in March and April consisted of two intensive day-long workshops facilitated by David Beurle, Future iQ, a well-known futures consultant, to determine the preferred future of the group and decide on the best path toward that vision. In May the group held an evening summit inviting community people to hear the outcomes of their work and to add fresh ideas.

The group is now working on a public art project that they hope will be a unifying project, will help them to work together effectively as a beginning effort to accomplish their collective goals by successfully completing one small project at a time.

There were 88 total attendees between all three sessions. At least 55 attendees attended both day-long sessions.

MOT staff continues follow-up work with past CDA leadership groups to help ensure local momentum continues.



Statewide Inventory of Tourism Assets and Assessment Work

Destination development staff embarked on an inventory of all eight tourism regions to look at assets available in each area. This project included hiring a qualified individual to oversee multiple interns to begin a tourism asset inventory using a protocol established by MOT staff. Ten interns were hired and trained to carry out the groundwork on this project. Staff and interns have accomplished laying a solid foundation for future tourism inventory and assessment work from which new tourism product will be uncovered, nurtured and marketed when ready.

Maine Destination Management Plan

The Community Destination Academy and inventory work pointed to the need to create a statewide Destination Management Plan. Staff wrote an RFP, reviewed proposals and hired Coraggio Group to lead and facilitate our planning team to create a five-year Destination Management Plan. The purpose was to be more intentional in moving visitors around Maine, to attract and welcome more diverse visitors, to examine MOT's vision, mission, values and stewardship principles and to establish a set of imperatives, with objectives, and a course of action for the next five years. This work has laid a solid foundation for effective long-term planning to help Maine retain the mystique for which it has long been and continues to be well known.





MAINE TOURISM MARKETING PARTNERSHIP GRANTS



MAINE TOURISM MARKETING PARTNERSHIP GRANTS (MTMPP)

Regional Tourism Marketing Grants – The primary objective of the **MTMPP Regional Grant Program** is the creation and implementation of marketing programs designed to attract visitors to the eight designated Maine regional destination marketing organizations. The goal of these funds is to assist new marketing initiatives and strengthen mature, healthy ones that align and support the Maine Office of Tourism's (MOT) Five-Year Strategic Plan and Annual Plan. For fiscal year 2023, each regional destination marketing organization received \$200,000 in grant funding to market their region to potential and returning visitors. Total regional grant funding = **1.6 million**

[Maine Lakes & Mountains](#)

[Aroostook County Tourism](#)

[Greater Portland & Casco Bay](#)

[The Maine Highlands](#)

[Maine Beaches Association](#)

[Kennebec Valley Tourism Council](#)

[Maine's MidCoast & Islands](#)

[DownEast Acadia Regional Tourism](#)





The Office of Tourism also awarded twenty Enterprise Grants and four Communities Grants in the calendar year for a total of **\$195,850**.

TOURISM ENTERPRISE MARKETING GRANTS

The Tourism Enterprise Marketing Grant supports tourism marketing projects aimed at increasing visitation to the applying destination. Applications are accepted for a minimum amount of \$2,500 and a maximum amount of \$10,000.

Bay Chamber Concerts & Music School	\$10,000
Center Theatre for the Performing Arts	\$9,400
City of Caribou	\$10,000
Creative Portland	\$10,000
Destination Moosehead Lake	\$10,000
Friends of Katahdin Woods and Waters	\$10,000
Greater Houlton Chamber of Commerce	\$10,000
Heart of Ellsworth	\$10,000
Main Street Skowhegan	\$6,000
Maine Cheese Guild	\$10,000
Maine Preservation	\$10,000
Mayo Street Arts	\$10,000
Ogunquit Chamber of Commerce	\$10,000
Pejepscot History Center	\$7,500
Penobscot Theatre Company	\$10,000
Portland Museum of Art	\$5,000
Town of Fort Fairfield	\$10,000
Total	\$157,900

MAINE COMMUNITIES GRANTS

The Maine Communities Grant provides support to tourism focused, community-oriented marketing projects and events. A maximum of four grants for each of the eight designated Maine Tourism Regions will be awarded annually for amounts ranging from \$500 – \$2500

Bangor Celtic Crossroads	\$2,500
Camden Garden Club	\$2,500
Denmark Arts Center	\$2,500
Maine College of Art & Design	\$2,500
Town of Gray	\$2,500
Total	\$12,500



OTHER SPECIAL COVID RESPONSE FUNDING

MaineMeetings.com – \$100,000

In partnership with the Greater Portland Convention and Visitors Bureau, the Maine Office of Tourism launched a meetings marketing campaign to promote meeting in Maine. Phase 1 (spanning over 2021/22) focused on the collection of video and photo assets that focused on meeting venues, lodging properties, restaurants and activities for large groups, and the creation of compelling content needed to create a digital marketing campaign and website MaineMeetings.com. Phase 2, launched July 2022, spanning until June 30, 2023, includes focused digital marketing such as targeted Google, LinkedIn, Facebook and email marketing campaigns.

Digital Campaign KPIs to Date:

- Social Distribution Impressions: 563,936 (Goal: 660,000)
- Digital Media Impressions: 2,825,405 (Goal: 3,080,000)
- Sessions on MaineMeetings.com (through December 2022) 7,761 with the average time on site 1 minute, 38 seconds
- Average open rate email campaigns: 27% (Industry Benchmark: 15 - 20%)
- Total RFP submissions July–December 2022: 10





MAINE FILM OFFICE



MAINE FILM OFFICE

The Maine Film Office, a division within the Office of Tourism at the Department of Economic and Community Development, is the official liaison between productions companies and federal, state and local agencies and promotes filming in communities in all four corners of the state.

WHAT WE DO

The Film Office plans and executes a marketing strategy to increase production in Maine, provides productions with essential support services and resources, and encourages the hiring of Maine residents and sourcing of goods and services from Maine businesses to deepen the industry's economic impact in Maine.





FISCAL YEAR 2022 WAS A BUSY AND PRODUCTIVE YEAR

- Throughout 2022, the Film Office connected with and provided production support for 124 productions and worked with the local film community, Maine businesses, communities, residents, organizations, educational facilities and students.
- Five productions received a Maine Media Production Certificate through the Maine Attraction Film Incentive Plan, and their anticipated amount of spending is \$4,733,573.
- In addition to the five productions that were accepted in the program in 2022, 38 productions that filmed in Maine registered their productions with the Film Office.
- Combined, all productions that applied for the program and those that registered their production with the Film Office had an anticipated spend of \$7,816,912, a figure that represents a portion of productions that filmed in Maine in 2022.



PROMOTING MAINE TO THE FILM INDUSTRY

In 2020, the Coronavirus outbreak upended the global film industry and altered the way film offices market their jurisdictions. Given Maine's appealingly lower COVID-19 infection numbers, productions started filming again in Maine as soon as film and photography re-opened, and the increase in productions filmed in Maine has continued into 2022 with no signs of decreasing.

In-person events went online when the COVID-19 pandemic started in 2020. The Film Office attended three key industry events that resumed in-person events in 2022:

- SXSW Conference, Film Festivals and Creative Industries Expo – March in Austin, TX
- Association of Film Commissioners International, AFCI Week – April in Los Angeles
- Toronto International Film Festival and Industry Conference – September in Toronto

These events are an extraordinary opportunity to meet with filmmakers, producers and industry VIPs from around the world. They are intense events of appointments and networking opportunities—screenings, panels, workshops and industry meetings—to connect with the industry and promote Maine as a filming location to the global film community without traveling to their respective states and countries.

PRODUCTIONS FILMED IN MAINE IN 2022

The film industry supplies value-added benefits and is inextricably linked to Maine art, business, tourism and other industries. The value-added resources offered by the industry help get the Maine message out there and can be a valuable resource for the state's recovery efforts and economic development strategy.

HIGHLIGHTS

“MAINE CABIN MASTERS”

Magnolia Network,
TV Series, Season 9

“RESTAURANTS AT THE EDGE OF THE WORLD”

National Geographic,
TV Series Episode

“THE LOST KITCHEN” WITH

MAINE’S ERIN FRENCH

Magnolia Network,
TV Series, Season 3

“AMERICAN PICKERS”

The History Channel,
TV Series Episode

“MY LOTTERY DREAM HOME”

HGTV, TV Series Episode

“CABIN CHRONICLES”

Magnolia Network,
TV Series Episode

SAMPLING OF SUCCESS STORIES

From Productions Registered with the Film Office



“MAINE CABIN MASTERS”

Kennebec Cabin Company works with local craftsmen and vendors and is home to a retail store stocked with New England art, crafts and tools handpicked by the Cabin Masters themselves. The Woodshed offers food and Maine microbrews on draft, seven days a week. During the summer, food and beverages are available from their food truck and outdoor bar along with live music and events at least four days a week on their “Rock the Dock” stage. “Kennebec Cabin Company’s mission is to share the best of Maine and celebrate the place we call home.” I’ve been a guest on their podcast and was amazed at the number—and enthusiasm—of the tourists who had traveled to Manchester to meet the Cabin Masters and enjoy time spent vacationing in Maine.

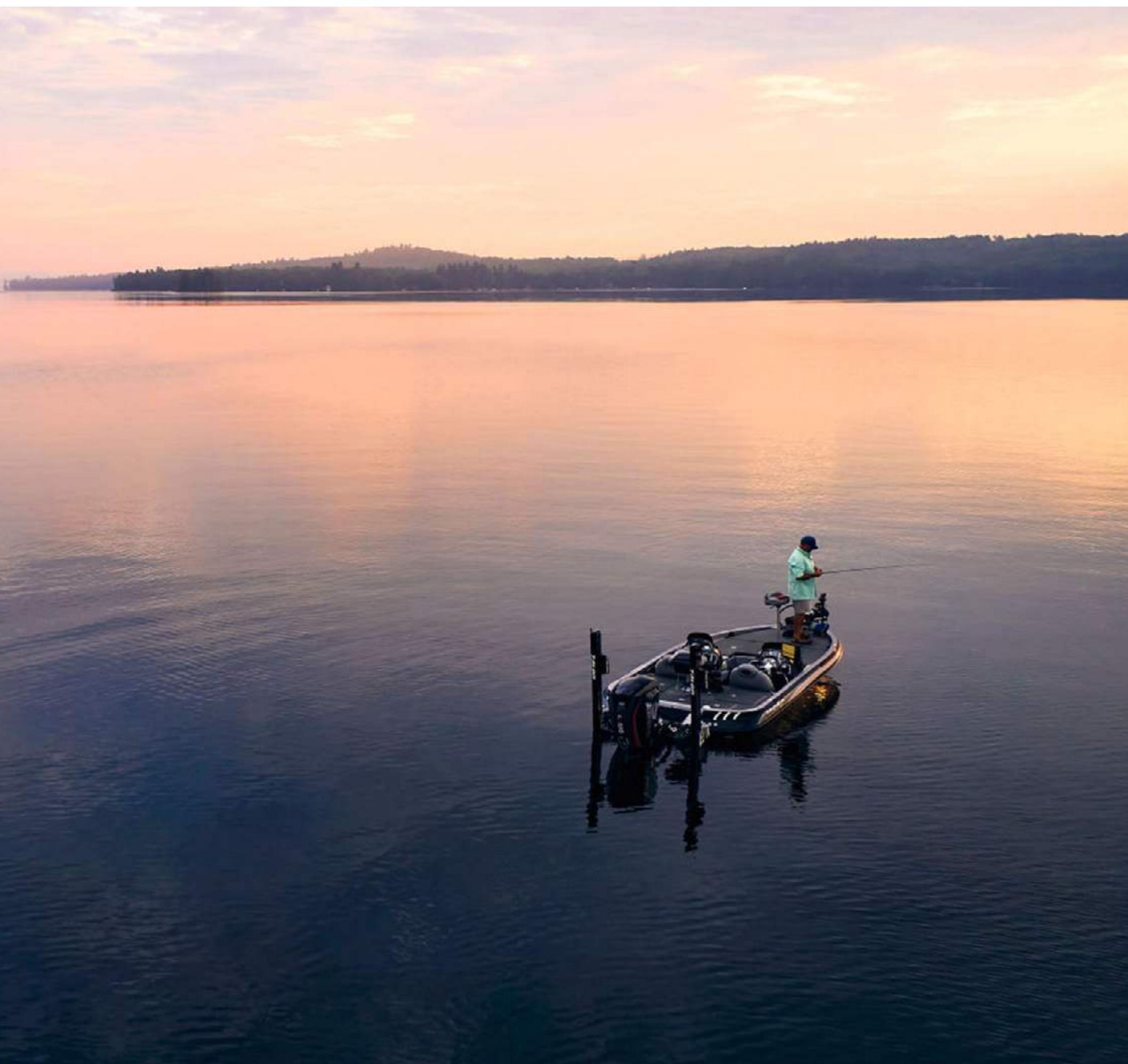
KennebecCabinCompany.com



“THE LOST KITCHEN”

People travel to Maine to eat at The Lost Kitchen (TLK), a restaurant in Freedom that quickly became one of the hardest restaurants in the country at which to book a table. TLK has expanded the business to include an online store that sells an expanding assortment of products from local vendors. A seasonal physical market and outdoor dining was added, and lodging cabins were built. The movie rights to Erin French’s novel “Finding Freedom: A Cook’s Story” was sold in a bidding auction to a major industry producer. TLK also partnered with Maine Organic Farmers & Gardeners Association and Maine Farmland Trust to help provide relief for farmers affected by the soil contamination of PFAS, otherwise known as “forever chemicals,” and raise awareness to help protect Maine farmland for the future.

FindTheLostKitchen.com



2022 FILM OFFICE UPDATES

Data Collection/Salesforce

The Film Office began the design of a searchable database in Salesforce so information about productions and documentation submitted by them can be stored for reference, data analysis and customized data searches starting in 2023.

Production Infrastructure, Capacity and Development Analysis/Olsberg SPI

The Film Office contracted with Olsberg SPI to conduct a comprehensive examination of the state's current production capacity, strengths, weaknesses, constraints and capacity gaps in key areas of production.

The analysis will provide a detail audit of:

- ***Current production capacity***, including but not limited to facilities, equipment, production services, vendors, crew, key creative talent and incentives
- ***Specific gaps and challenges*** in current production capacity
- ***Key opportunities*** to increase current levels of production and attract and service more and larger productions
- Types and sizes of productions that can be attracted with the current or increased ***visual media incentives***
- Strategic insights in the current capacity to support production and recommendations for encouraging ***sector growth***



"Great food is best paired with great company."



MARKETING & CAMPAIGN EFFORTS

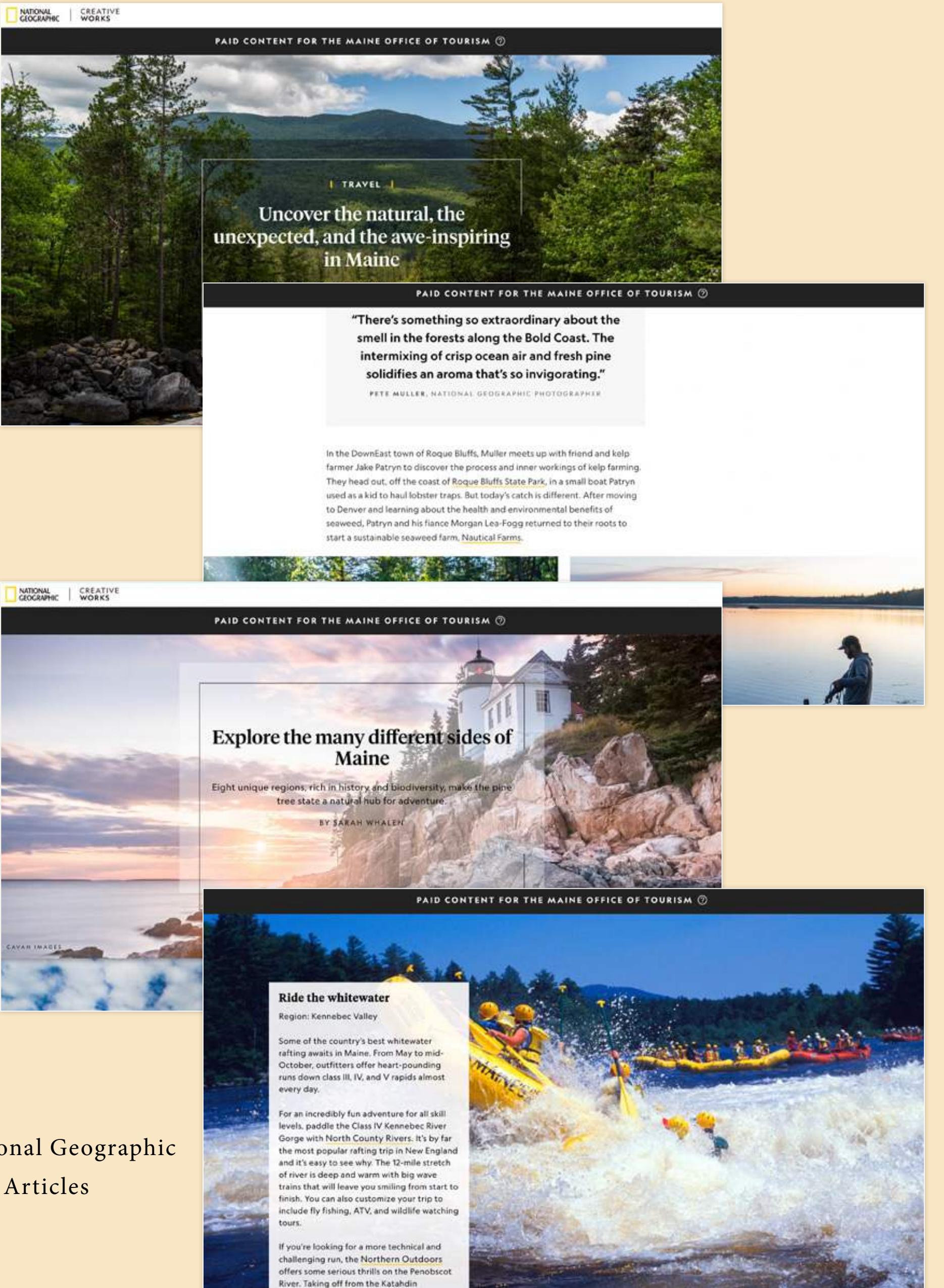


MARKETING & CAMPAIGN EFFORTS

Dramatic coastlines. Pristine forests. And vibrant towns thriving with homespun shops and farm-to-table restaurants. While we already know the many charms of Maine, we sought to increase awareness among new audiences as an ideal retreat for adventure, natural beauty and quiet sophistication. In 2022, we saw positive tourism numbers across the board with a 10% increase in visitor days and an associated 10% increase in direct spending year-over-year, ultimately increasing greater occupancy and 18% more room nights. An astonishing 47% of visitors noticed advertisements, promotions and travel stories about Maine prior to their trip. This influenced 28% of all visitors to Maine, up 9% over the previous year.

These results were supported by our integrated paid media campaign, which launched in April and ran through the end of 2022. This campaign focused on increasing awareness and engagement with future potential visitors, ultimately prompting trips to Maine. The imagery and messaging captured the essence of Maine's inspiring landscapes while utilizing strategic partnerships to target larger audiences who value sustainability, outdoor recreation and off-the-beaten-path finds—encouraging visitation beyond well-known destinations.





National Geographic
Web Articles

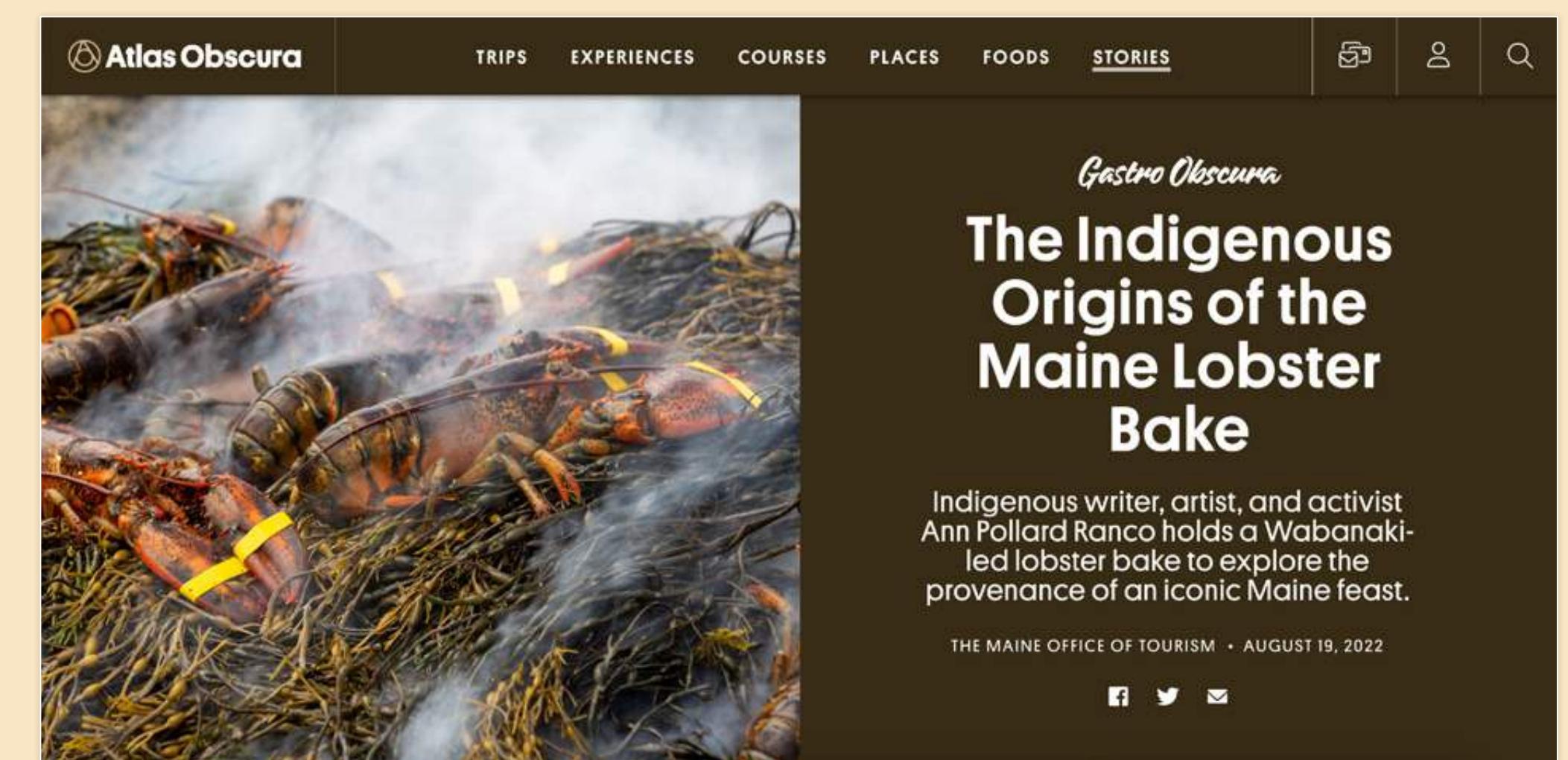
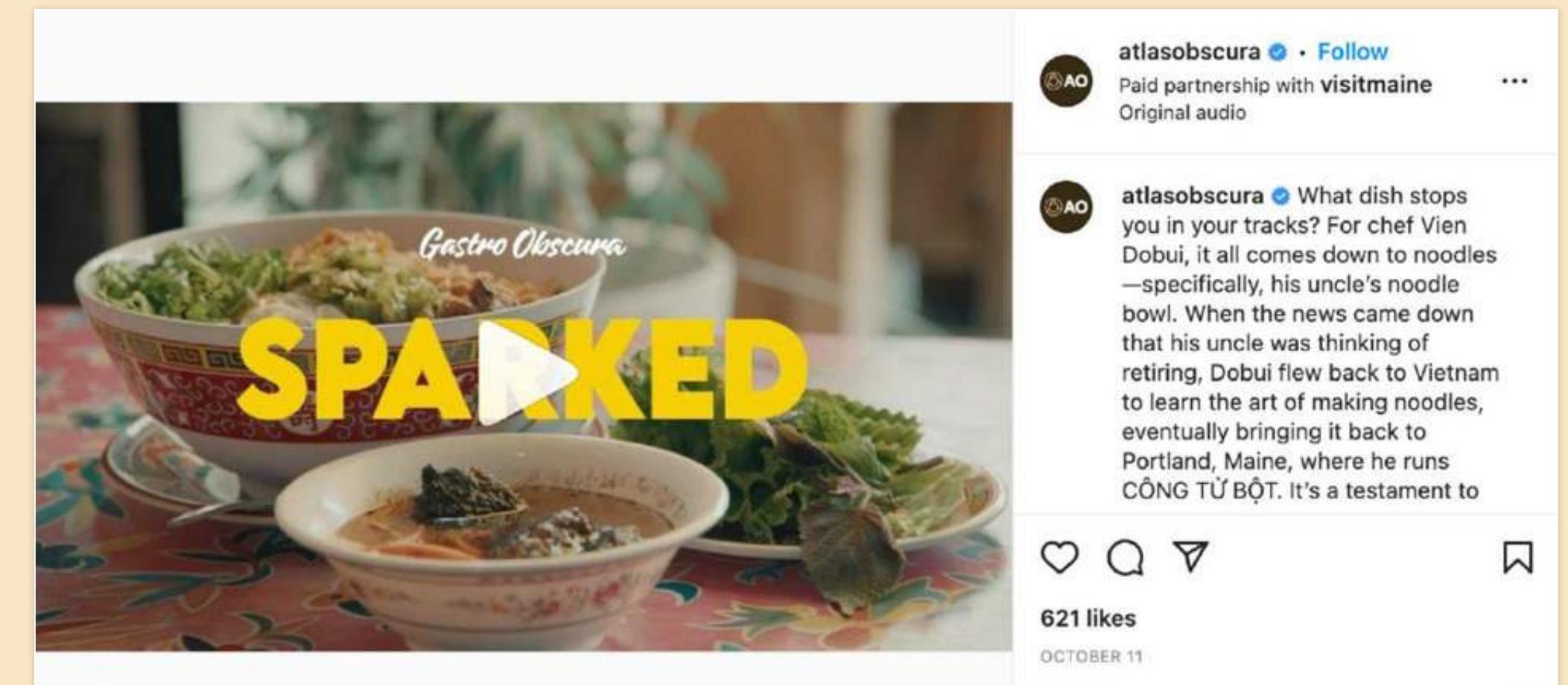
We strategically shifted from a focus on people to a focus on places—those iconic Maine experiences, activities and attractions that encourage trip planning early in the consideration process and increase spending during visitation. We also expanded the targeting strategy nationally for the first time ever and added promising test markets in the Southeast and Midwest. We also shifted to an always-on, year-round strategy with new heavy-up investments in the fall and winter seasons to encourage visitation beyond the tried-and-true summer tourism season.

Throughout all media buys, we maintained a cohesive look and feel, prioritizing immersive landscapes and bright, airy imagery to position Maine in the most appealing light as a vacation destination.

Our partnership with National Geographic showcased the natural beauty of Maine through a long-form digital article complemented by a custom photo shoot by Portland native and National Geographic photographer Pete Muller, as well as a Passport article highlighting distinct regions and activities and Instagram stories highlighting Maine's unique nature and diverse local culture. This campaign achieved over 17 million impressions—overdelivering impression goals by 412%, as well as 55,000 social conversions. Our two Maine-focused newsletter deployments with National Geographic resulted in 55,000 social conversions. Maine-focused newsletters ranked No. 6 and No. 8 out of 55 most-clicked newsletters of all National Geographic deployments.

On Expedia and Vrbo, our Travel Spotlight campaigns encouraged travel shoppers to explore and engage with Maine through premium landing page experiences. These two campaigns together resulted in 20,800 room nights booked—that's \$6.9 million in gross booking revenue. Our 2022 campaign increased Maine's room night share to 8.7%—surpassing 2019's pre-COVID number of 7.5%.

Our 360-degree campaign with Atlas Obscura included a collaborative video series with Vien Dobui, chef and co-owner of James Beard Award-nominated CÔNG TỦ BỘT, which drove 2.87 million video views. Our custom article, *The Indigenous Origins of the Maine Lobster Bake*, which followed Ann Pollard Ranco as she recreates a lobster bake in the way her Wabanaki ancestors would have done, had a high average time on page of 6 minutes, 20 seconds (6.3 times the travel industry average) and a high engagement rate on the accompanying Instagram story of 3.26% (2.8 times the travel industry benchmark). Digital content included a featured article, custom itineraries and lists, and new places added to the Atlas Obscura library, as well as social promotion through Instagram with email, rich media, run-of-site banner ads, takeover ads and out-of-home advertising posted across New York City with QR codes linking to Maine content. This campaign ran from July through December 15 and drove 44 million total impressions and had an average of 5 minutes and 33 seconds spent on all written editorial content.



Atlas Obscura

Our partnership with Outside Inc. also included a comprehensive suite of custom content, including an interactive adventure guide microsite highlighting Maine's many activities and attractions from summer to winter, which generated an engagement rate of 98.87%. This buy also included a custom 22-minute episode aired as part of the United States Outside video series, and Newsletter sponsorships. These efforts reached a highly qualified audience of outdoors enthusiasts, with 2.7 million display impressions and 14.5 million Outside TV video views.

We also launched a print campaign with The Washington Post Magazine in the 2022 Fall Travel Issue, which included a feature story and a full-page inside cover display ad. This campaign reached over 1.1 million readers.

Our Yankee Publishing partnership featured inclusion in seasonal guides, with three eight-page advertorial sections highlighting seasonal activities in Maine, as well as six "Weekends with Yankee" webisodes. This partnership with Yankee garnered over 12.5 million impressions total.

Our marketing mix included radio ads for increased brand awareness. Our media buy with iHeartMedia featured 15-second radio spots on their stations and 10-second ads on all other stations during June and July, which drove 89,600 total web visits to the campaign website—a 37.2% increase in web traffic and 70,400 new users to VisitMaine.com.



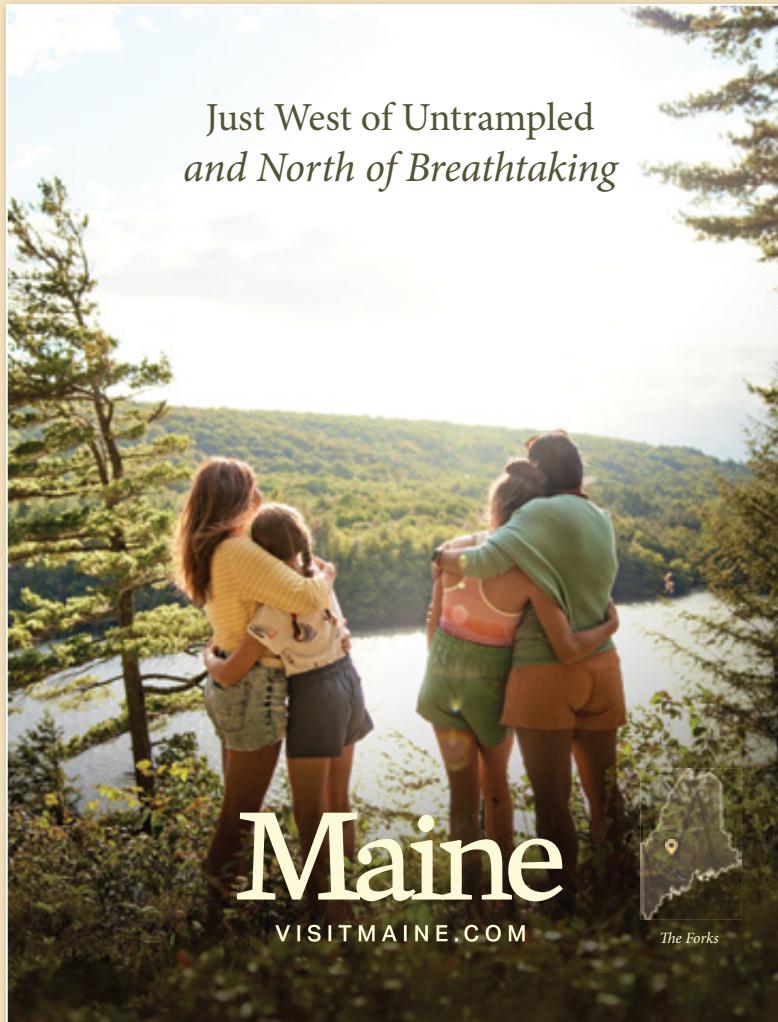
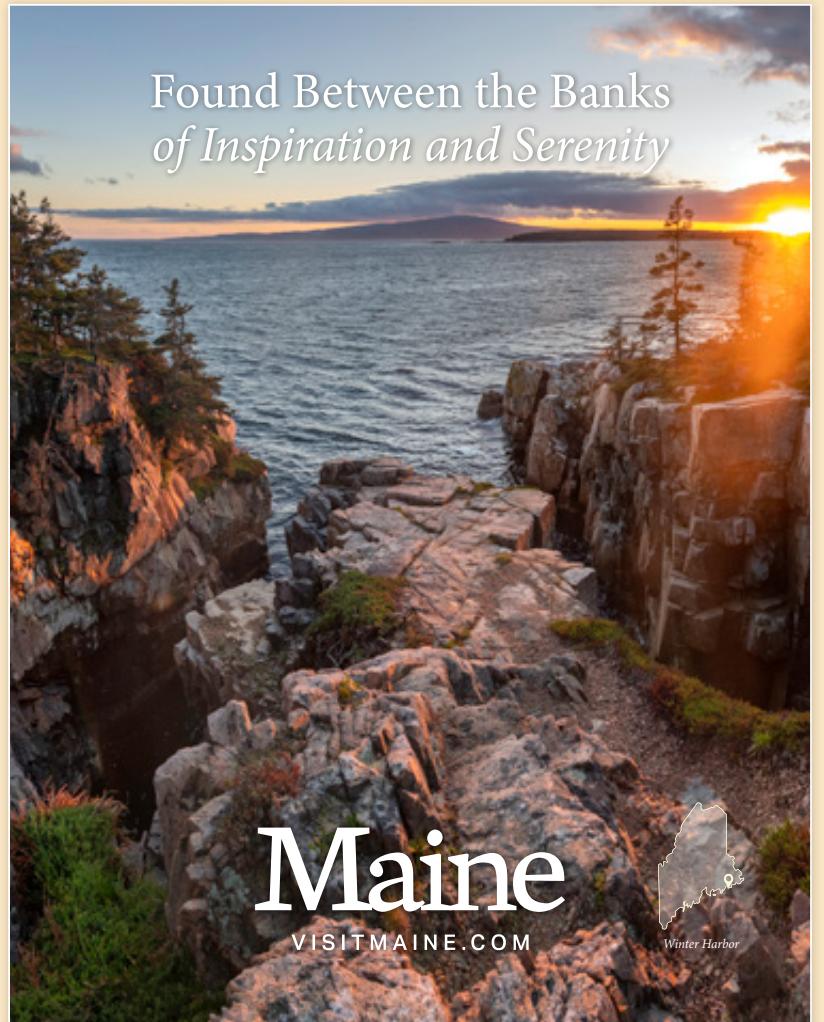
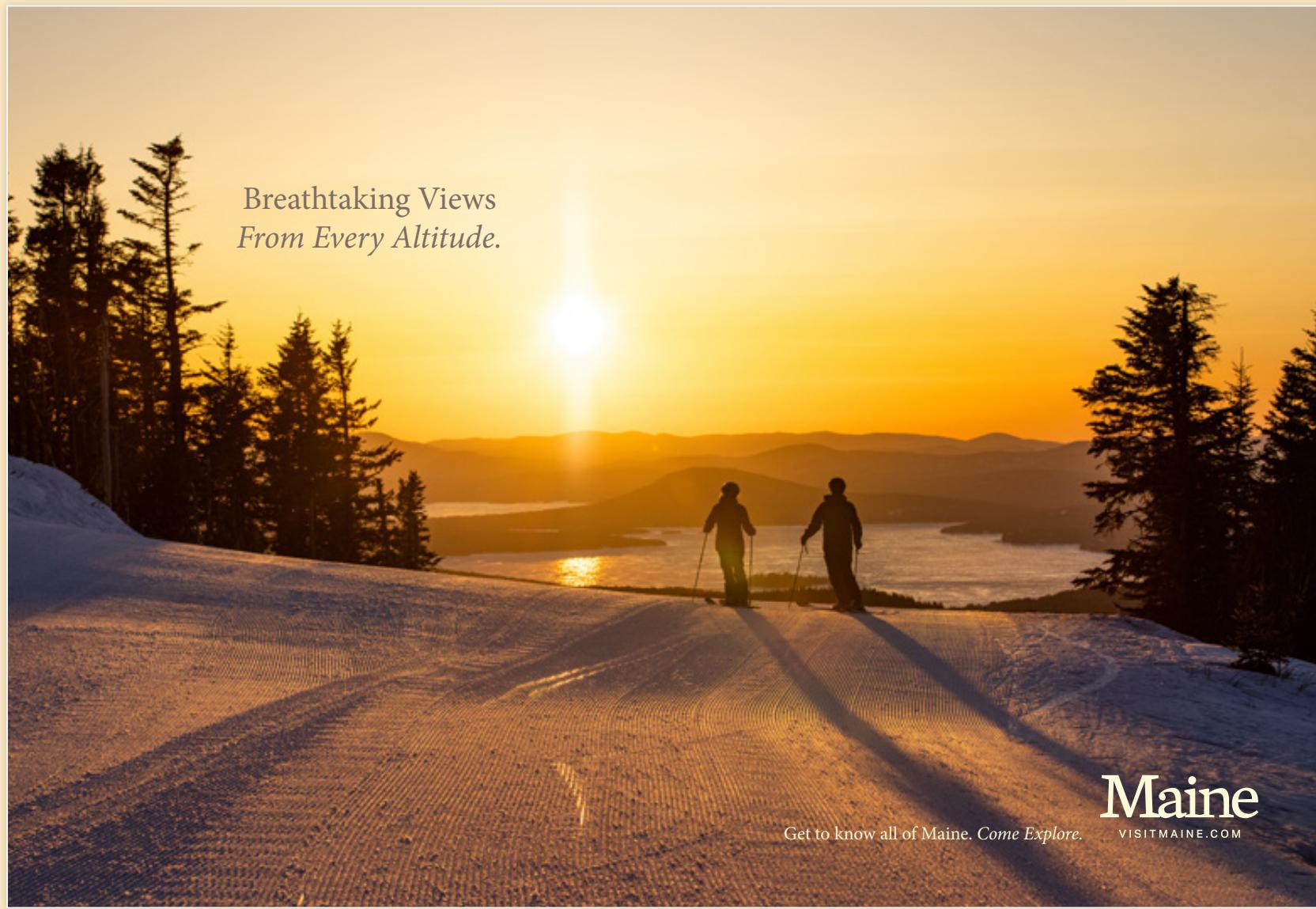
Outside Inc.
Microsite



Outside Inc.
Microsite



Yankee Magazine Advertorial



Display Advertising

We also tapped into the power of influencers with our TripScout partnership, featuring six OnGrounds content creators for highly curated and authentic content. As a whole, this campaign delivered over 115 pieces of unique content resulting in 464,000 social engagements and 4.4 million delivered views.

Through TripAdvisor, we harnessed the insights of real Mainers to craft three branded trips for insiders' recommendations on food and drink, outdoor fun and arts and culture. The Explorer Carousel highlighted these curated activities within a single native ad experience, and an eye-catching horizon banner drove awareness at scale, resulting in 27 thousand link clicks and 29 thousand conversions.

We also included display advertising in a number of print publications—including Boston Magazine, Philadelphia Magazine, Maine Magazine and Maine Public—ensuring consistency across mediums while integrating the Look Out For ME initiative to keep responsible recreation top of mind for visitors.

One-off media fulfillments generated additional impressions and brand awareness and included 15- and 30-second Ad+Genuity digital video spots. The 15-second spot performed best, with a completed view rate 15.66% above the industry benchmark.





For Search Engine Marketing, placements began in April and continued through 2022, with a \$0.49 Cost Per Click (ahead of the \$1.53 benchmark*), a 10.51% Click Through Rate (which is over double the 4.68% benchmark) and a goal completion rate of 59.32%. Top goal completions were pages per visit over two and time on site over 2 minutes and 30 seconds. This resulted in 7,290 print guide orders and 3,853 clicks to the e-guide.

In terms of Addressable TV advertising, our partnership with Ampersand beginning August 2022 allowed us to broadcast customized ad experiences to target households, delivering 40 million impressions nationally.

For international exposure—as well as a nearby drive market—we partnered with Brand USA to create French Canadian banner ads that linked to our road trip campaign page featuring in-depth editorial content on road trips throughout Maine.

And this is just the beginning. Our 2023 calendar is already filled with new ideas, creative campaigns and planned partnerships.

All-in-all, our 2022 marketing strategy brought Maine to the foreground across a broad spectrum of media—from print and digital to radio and out-of-home—increasing awareness of Maine as the ultimate destination for pristine natural beauty, outdoor adventure and quiet sophistication.





"The abundance of natural resources in Maine is awe inspiring."





Maine

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